

**Selling Details**  
**September DORAL Price Check Jackpot Promotion**  
(Program Contact: Evan Toulon, #6316)

**Program Objective:** To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

**Note:** This promotion works off of the existing DORAL discounting (PRP) in place during September. No additional discount on VAP product. Promotional product will be billed at regular price.

**Program Elements:**

- Existing, planned discounting sold/executed by the Field
- 40 Pack VAP Display
  - Pack and CTS Partner outlets receive loaded 40 pack display(s) from wholesaler
  - Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- \$.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
- Additional \$.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- \$1,000,000 Sweepstakes for consumers in non-restricted states (MA, MI, VA)
  - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
  - \$25,000 Retailer Incentive Program - 4 winners/1 per sales area
- \$100,000 Contest for consumers in restricted states MA, MI and VA only
  - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
  - \$20 Retailer Incentive
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive
- Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)

**Other Program Elements:**

- Newspaper/Insert: 52.6 million circulation (includes National Enquirer and Parade in select markets)
- Direct Mail:
  - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
  - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Fringe)
  - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Competitive)

**Separate DSD POS Kits for restricted and non-restricted states will be shipped to arrive week of August 24, 1998. Kit contains:**

- |   |               |
|---|---------------|
| • Easel Card Holder (Pack & CTS)                          | 1             |
| • Take Ones -50 per (Pack & CTS)                          | 2/Pack; 3/CTS |
| • Small Paster (Pack only)                                | 1             |
| • Wobbler (Pack & CTS)                                    | 1             |
| • Price Wobbler (Pack & CTS)                              | 1             |
| • Retailer Incentive Sheet (Pack & CTS)                   | 1             |
| • Large Paster (CTS only)                                 | 1             |
| • Standee w/shelf (CTS only)                              | 1             |
| • 3x2 Banner w/pricing (CTS only)                         | 1             |
| • Floorbase Header Cards for Semi-Perm Display (CTS only) | 2             |
| • Pen & Fonts included for Pricing (Pack & CTS)           |               |

**Separate Kits for RR and TR Reps (2 Kits per Rep) in restricted and non-restricted states will be shipped to arrive week of August 17, 1998. POS/Support Materials are for supplemental placement needs and Supermarkets. Kit contains:**

• Easel Card Holder	30
• Take Ones (50 per)	30
• Small Paster	15
• Jackpot Wobbler	15
• Price Wobbler	15
• Static Cling	15
• 3x2 Banner w/pricing	5
• 24" Package Merch. Card	10

**SR, RR and TR will receive:**

• Soft Pack Sleeves (N. & S. Calif., Seattle)	500
• Box Sleeves (All other regions)	500
• Onsert coupon roll (500/roll)	1
• Retailer Incentive Jackpot Ticket	60

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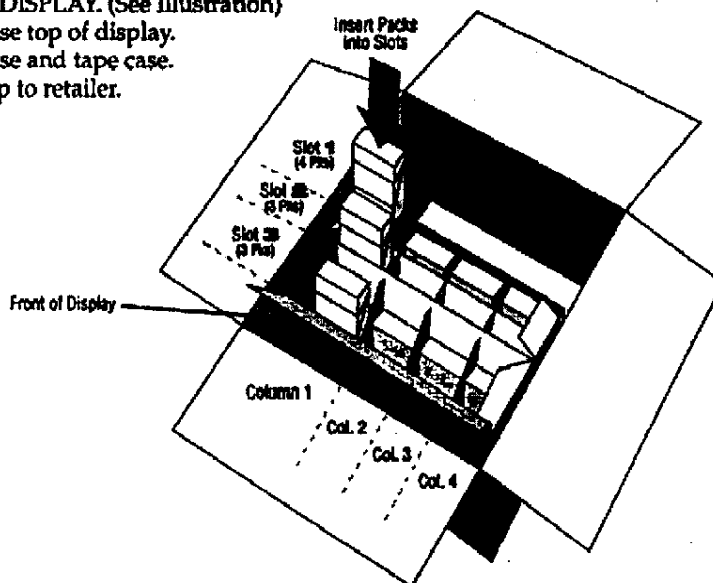
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6/17/98

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTION****3RD QTR '98**

## September Doral Price Check Jackpot (Pack & CTS Pack Partners)

**STEPS**

1. Open "Doral Price Check Jackpot" shipping case.
2. Open top of display. **DO NOT REMOVE DISPLAY FROM SHIPPER.**
3. Place 10 pre-sleeved "Doral Price Check Jackpot" promotional product in each column. Same brand style must be in each column.  
Each column contains 3 slots.  
Slot 1 holds 4 packs, slots 2 & 3 hold 3 packs.
4. **IMPORTANT: PRE-SLEEVED PRODUCT MUST BE FACING FRONT OF DISPLAY.** (See Illustration)
5. Close top of display.
6. Close and tape case.
7. Ship to retailer.



Item: #545482

MSA Promotion Reporting Description: DOR\_SEPI\_JACKPOT

Brand Style						
Number of Cartons						

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**NEW CUSTOMER LETTER FORMAT**

**INFORMATION INPUT/  
SUGGESTIONS  
WELCOME!**

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## We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

### Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

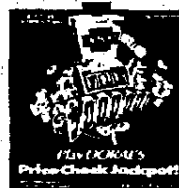
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

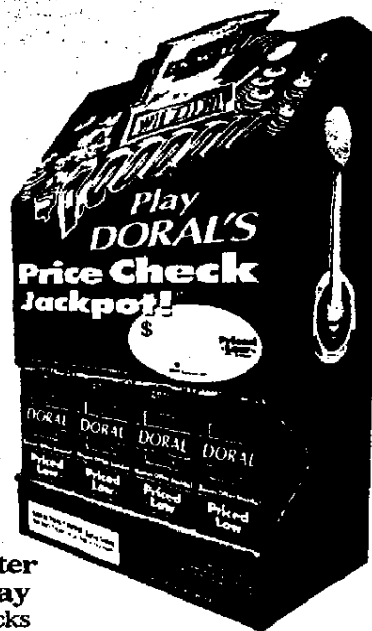
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card  
w/Entry Forms**



**Wobblers**



**Counter  
Display  
(40 packs  
per display)**

#### Additional Support Pieces:\*

**Pack Outlet  
Small Paster**

**Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee**

\*Adhesive numbers and a pricing pen will be included for you to price the materials.

Addendum to FSC-102-B		7/7/98	
SUBJECT: 1998 Third Quarter September Workplan Details - "Revisions"			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE	___ Sales Rep	
<u>X</u> ROM		___ Retail Rep	

**Objective:** Communicate revisions to 1998 Third Quarter September DORAL Selling Details.

**Purpose:** Ensure Field Sales has the most up-to-date promotional information.

Please replace Pages 3 and 4 "Selling Details" with the revised attached pages. All revisions are indicated in ***bold and italicized type***. Revisions include:

- Details for stores that do not accept coupons.
- Correction on \$1,000,000 Sweepstakes for non-restricted states.
  - Should now read all states except MA, MI, VA.
- Details and instructions on Retailer Incentive Card (for non-restricted states).
  - Reps and retailers must fill out Retailer Jackpot Ticket correctly and completely to qualify for \$25,000 Incentive Sweepstakes.
- Newspaper inserts no longer element of program.
- Additional take-ones for \$1,000,000 will be available for order.
- Reporting code for \$20 Retail Incentive (restrictive states MA, MI, VA only).

This information should be treated as "confidential."

Program Contact: Workplan Communication- Sharon Reid, extension #2584  
DORAL - Evan Toulon, extension #6316

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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**Selling Details**  
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- 40 Pack VAP Display
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  - Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- \$.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
  - ***If store does not handle coupons, suggest to retailer to accept coupons from consumers and hold. Rep may reimburse retailer upon collection of coupons using the following code for draft payment: DORAL .40/2 SEPT. Coupons should then be destroyed.***
- Additional \$.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- \$1,000,000 Sweepstakes for consumers in non-restricted states (all states except MA, MI, VA).
  - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
  - \$100,000 Retailer Incentive Program - 4 winners/1 per sales area/\$25,000 per winner
  - ***Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)***
    - ***Must be filled out by retailer to enter Retailer Sweepstakes.***
    - ***60 Retailer Jackpot Tickets (included with the sleeves and onserts shipment) will also be shipped directly to each Rep.***
    - ***Each ticket has area on bottom right side with the following info that must be completed by Rep: SIS Account #, the correct sales area circled (NESA, MWSA, SSA or WSA), Rep's printed name and Rep's signature.***
    - ***Any ticket not filled out correctly will be discarded.***
- ***Excess quantities of September "Price Check Jackpot Take-One Entry Form" will be available (due to success of June "Big American Adventure Sweepstakes") for order via SMS:***
  - ***Item #547013 (1/SKU 50 Take-Ones)***
- \$100,000 Contest for consumers in restricted states MA, MI and VA only
  - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
  - \$20 Retailer Incentive (***No Retailer Jackpot***)
    - ***Code for draft payment is DOR JACKPOT PAY Rate: \$20***
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive

**Other Program Elements:**

- Direct Mail:
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Revised: 7/7/98

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**Workplan Logistics**  
**Program Contact: Evan Toulon, #6316**

**I. Selling/Execution Detail**

Month: September (8/31 - 10/2)

Promotion: DORAL Price Check Jackpot

Promotion #: 801271

Pre-Sleeved: Yes (see special instructions)

Item #: 545462 Display kit - Pack and CTS outlets

Segment: Pack and CTS Partners

SKU Quantity: 40 live packs per SKU/4 brand styles

Placement/MSA Reporting: D O R \_ S E P T \_ J A C K P O T

Display Reporting: D O R \_ J A C K P O T \_ P A Y Rate: \$20.00/(Retailer  
Incentive for Placement of Display and Support Materials in restricted states)

Reporting Dates: 8/31/98 - 10/30/98

Promotion Details: 1) **Promotion Description:** Single pack promotion selling at the existing ceiling strategy discount price. Promotional product will be sleeved w/ \$ .40 off 2 pack coupon (to be used with next purchase). Consumer Sweepstakes for \$1,000,000 (non-restricted states) or Consumer Contest for \$100,000 (MA, VA, MI only) Retailer Sweepstakes for \$25,000 in non-restricted states. Retailers (in restricted states) will receive \$20 payment for placing and maintaining advertising.  
2) **Materials Description:** DSD kits to Pack outlets and CTS outlets scheduled to arrive week 8/24/98. No ROU involvement. Additional sleeves, \$.40 off coupon inserts and supplemental POS Kits will be sent to Reps for placement in store. Scheduled to arrive week of 8/17/98.  
3) **Recommended Displays:** VAP display, CTS Standee which will be DSD to accounts converts to pack display utilizing assembled shelf. CTS Semi-permanent display -- Item #542300 or 538883 may also be ordered/used.  
4) **Special Instructions:** Wholesaler to receive sleeved product in white cartons. Single pack sleeves to be loaded into VAP Jackpot display by wholesaler. Ship out loaded 40 pack display.

Pricing Details: - Invoice Description: DOR SEPT JACKPOT  
- Pricing: Regular list price  
- Terms: Standard 3.25% + .5% EFT  
- Additional Allowance: N/A

Promotional Packaging UPC: 12300-23797

Product UPC: 25467 - Lt 100	25471 - Box
25468 - 100	25472 - Lt Box
25469 - Lt Mthl 100	25473 - Box 100
25470 - Ult Lt 100	25474 - Lt Box 100

VAP Payment Per 6M Case: 1) Pack Only: \$9.50 (per 6M case promotional product)  
2) Pack and Ship: \$14.00 (per 6M case promotional product)

**II. Promotion Timing**

Allocations Available: 6/15/98

Model Available: 6/16/98 (add CTS Pack Accounts to execution workplan)

Allocation Adjustments to Model: 6/16 - 7/3/98

Templates Available: 7/6/98

Valued-Added Transfer Deadline -: 7/10/98

First Order Date: 7/13/98

First Delivery Date to Direct Accounts: 8/3/98

VAP/Delivery Date to Retail Accounts: 8/31/98

Last Delivery Date to Direct Accounts: 9/11/98

Roll Remaining Allocations to National/Clean-Up: 9/14 - 9/18/98

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6/17/98

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